



Community Letter

Update

March 6, 2017 Council Workshop

Presentation Outline

- Overview
- Community Engagement
- Good Paying Jobs
- Communications Plan
- Questions

Background

- On October 3, 2016 Council's Letter to the Community was published
- Monthly Workshop Updates
- Provided a detailed update on accomplishments at Council Retreat
 - Safety, Trust and Accountability
 - Good Paying Jobs
 - Housing
 - Other Programs
 - Communications
 - Community Engagement
- Tonight focus on work accomplished to date on:
 - Community Engagement
 - Good Paying Jobs and
 - Communication

Community Engagement

January 30 Community Forum

- “Can We Talk” Forum designed to facilitate feedback on Council Letter
- 151 Attendees
- Small group break-out sessions included conversations about policy, community relations, housing, jobs, race relations



Other Community Engagement

Engagement Type

Date

Transparency Workshops

Two Sessions: January and February

Cops & Clergy

Jan. 6

Heal Charlotte

Jan. 4, 23, 27, Feb. 19

Latin American Coalition

Jan. 27

Cops & Kids

Jan. 31, Feb. 7

La Raza (Latino Radio Show)

Feb. 1

Norsan Media (Latino TV Interview)

Feb. 15

Moral Summit

Feb. 15

CRC Immigration Reform Meeting

Feb. 21

Rea Road Community Meeting

Feb. 16

YBM Leadership Luncheon

Feb. 20

Unity Breakfast

Feb. 28

City Employees First Friday

March 3

Other Engagement



Good Paying Jobs

Overview

- Equitable Economic Development
- Adult Employment/Corporate Collaboration
- Youth Employment/Corporate Collaboration

Equitable Economic Development

- How We Frame Our Work
- Alignment = Sustainability
 - EED Connects to Good Paying Jobs Council Priority
 - EED Connects to Economic Development Focus Area Plan

Equitable Economic Development

- February 15 – February 17 Visit from NLC, Policy Link and Subject Matter Experts
- NLC City Survey:
 - 75% of state of the city speeches identified economic development as top priority
 - 2 of the 5 top sub-topics - workforce development and jobs
- Overall Observations and Recommendations
 - validation of approach
 - the need to publicize educational pathways and career ladders
 - define roles and responsibilities
 - determine ROI metrics
 - establish how funding will be sustainable

Project PIECE - Progress to Date

- Project PIECE is a foundational component of the EED framework
- Approximately 250 community contacts for Project PIECE
- 65 individuals enrolled in Project PIECE training
 - *Broadband and Fiber Optic Training – January 7 (7 weeks)*
 - *Residential & Commercial Construction – January 17 (9 weeks)*
 - *Highway Construction – January 30 (11 weeks)*



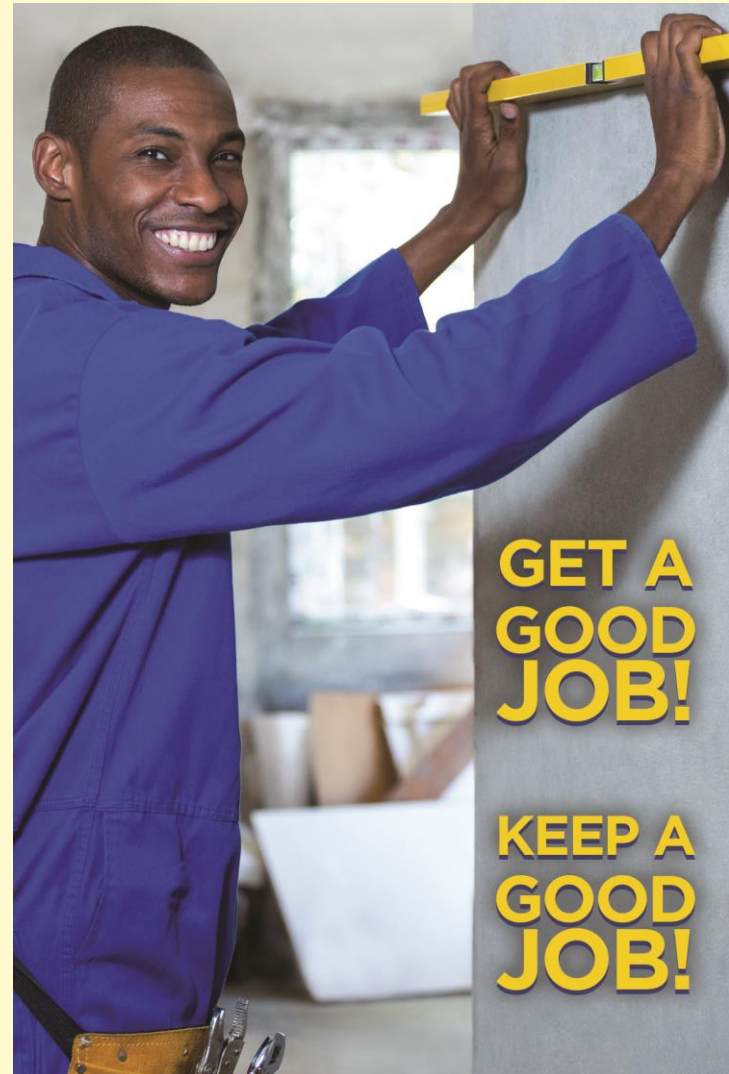
Project PIECE - Progress to Date

- Class Schedules –
 - *Residential and Commercial Construction: Monday–Friday (8:30a – 4:30p)*
 - *Broadband/Fiber Optic Cabling: Monday–Thursday (6:00p–9:00p)*
 - *Highway and Roadway Construction: Monday–Thursday (6:00p – 9:00p)*
- Corporate Advisory Councils have convened and provided advice on curriculum designs
- Mock interviews – Residential and Commercial Construction (2/22 with 3 firms)
- Residential and Commercial Construction Recruitment Event (3/3 with 7 firms)



Public and Private Sector Collaboration

- 23 companies and/or City departments have participated in Corporate Advisory Council, mock interviews and/or hiring
- Collaborated with various not-for-profits for outreach and referrals
- Worked with the County, CMS and not-for-profits on venues



Next Steps

- Project PIECE graduations in March
- Council recognition ceremony for graduates, providers and employers – Spring 2017
- Project PIECE mock interview sessions with Corporate Advisory Councils for Broadband/Fiber Optic and Highway Construction classes - March 2017
- Project PIECE hiring and recruitment events – March to April 2017
- Next Round of Classes begin in April

Youth Employment Program

- The City's youth employment program areas include:
 - Job Readiness Training
 - Career Exploration
 - Pre-apprenticeships
 - Internships
 - Summer employment





Progress to Date

Youth Employment Program

- Established youth employment program connection with youth diversion programs managed by CMPD
- High school youth participated in job readiness and mock interview training
 - 939 for job readiness from 19 high schools
 - 489 in mock interviews
 - 340 apprenticeships, internships and job opportunities secured
- \$50,000 grant commitment from Microsoft Corporation in tandem with We Connect the Dots
- NewTech Charlotte initiative launched
- Staff working to find additional private sector slots for high school youth that have been trained

Private Sector Collaboration - Youth

Companies Engaging in:

- Career Exploration
- Apprenticeships
- Internships
- Funding
- Hiring



Public and Private Sector Collaboration - Youth

- Siemens
- Areva
- Duke Energy
- Cogentix
- Bank of America
- CATS/Transit Management
- Ruth's Chris Steak House
- Firehouse Subs
- Burger King
- Jamba Juice
- Microsoft
- HMS Host
- 13 City Departments
- Mecklenburg County
- Moore & Van Allen
- Carolinas HealthCare

Next Steps

- Career Exploration Day:
 - April 20, 2017 Park Expo and Conference Center
 - 4,000 students
 - 129 Vendors (85 confirmed)
 - 3 Event Sponsors (Sponsorship Totaling \$31,000)
 - Over 100 volunteers
 - Represented Industries
 - Local Colleges/Universities
 - Technology, Engineering, Health Science, Local Government, Human Services Labor/Trade

Communications Update

Communications Strategy

- Charlotte Communications & Marketing (CC&M) is managing the communications and community engagement strategy for the Community Letter.
 - Framework for communications and engagement strategy provides a holistic approach to all efforts in the letter.

Target Audiences


- Elected Officials
- Residents of Charlotte
- City employees
- Those active in Charlotte demonstrations
- Groups who made demands
- Partner organizations
- Influencers
- News media & reporters

Key Messaging

- Charlotte's Community Letter is about ***everyone working together across all communities*** – to make Charlotte the best city for all.
- That means four things in particular:
 1. Trust in community policing
 2. Quality, affordable housing
 3. Good jobs and the skills to get them
 4. Other opportunities? The Community Letter is just the beginning.

- CC&M leads the following activities to raise awareness of the Community Letter:
 - ✓ Provide consistent messaging, creative look and feel and sharing of information both internally and externally through a variety of channels.
 - ✓ Share milestone accomplishments and successes.
 - ✓ Establish and maintain a central hub for information, updates:
 - ✓ **Charlottenc.gov/CommunityLetter**

CommunityLetter/Pages/default.aspx



COMMUNITY LETTER

City of Charlotte > Community Letter

Print Share

Charlotte's Community Letter

Charlotte's Community Letter is about everyone working together – across all communities – to make Charlotte the best city for all.

That means four things in particular;

1. Trust in community policing
2. Quality affordable housing
3. Good jobs and the skills to get them
4. Other opportunities - the community letter is just the beginning.

Charlotte City Council adopted these actions to address our city's challenging issues in partnership with the community at-large, following the Charlotte demonstrations.

Upcoming Council Milestones

Council will receive an update on Community Letter efforts at the March 6 Council Workshop.

February 13 Community Letter Update

The Charlotte City Council received an update Feb. 13 on several key initiatives related to City Council's Community Letter, an effort to make Charlotte the best city for all. The updates, provided to City Council during Monday's dinner briefing and business meeting, were designed to provide additional information about ongoing efforts to promote safety, trust and accountability in the City of Charlotte. This included an update on the Citizens Review Board and the city's Extraordinary Event Ordinance.

In the area of affordable housing, Council voted approve Community Housing Development Grants toward the city's goal of creating 5,000 affordable and workforce housing units within a three-year period. Council also adopted a resolution approving the private sale of a West Tyvola Road parcel, consisting of about 12 acres of vacant land. The land will be used for the development of a mixed-income rental residential community, which will include up to 200 units of affordable and workforce rental housing units. Learn more about information shared with council during the Feb. 13 meeting .

Stay involved!

Did you attend the Jan. 30 Can We Talk forum? If so, we'd like your feedback. [Click here](#)

Notify Me
Receive updates

Sign up to receive updates on this topic.

Prior Updates to Council

Date	Name
2/13/2017	February 13 Council Business Meeting Community Policing Presentation
2/6/2017	February 6th Community Action Plan Affordable Housing Presentation
1/26/2017	January 26 Council retreat discussion Community Action Plan FINAL
1/9/2017	January 9 Council Dinnerbriefing
12/5/2016	December 5 Council Workshop_FINALv2
10/3/2016	Letter to the Community - 10.3.16 - Charlotte City Council

In addition to short term activities that are ongoing, CC&M will also:

- **Develop a toolkit to assist city staff and elected officials with sharing information/updates on the Community Letter.**
- Share stories of positive success and testimonials for Community Letter efforts.
- Utilize community feedback to create a variety of engagement opportunities, reaching new audiences.
- Work with partner agencies to share stories and information across their channels.

Upcoming Communications Milestones

- **Creative Look and Feel** to carry across all toolkit materials under the Citywide brand umbrella for use on all Community Letter materials.
- **Community Letter Toolkit** with suite of materials in digital/print formats. (For use by elected officials and city staff).

Creative Look and Feel – Brand Equity



The Community Letter

charlottenc.gov/communityletter

Charlotte's Community Letter is about everyone working together –across all communities – to make Charlotte the best city for all. The Community Letter addresses community policing, affordable housing, and good jobs along with other opportunities as identified by the community.

Charlotte City Council adopted these actions to address our city's challenging issues in partnership with the community at-large, following the Charlotte demonstrations.

Safety, trust, accountability

Charlotte is committed to strengthening relationships and trust between our residents and law enforcement so that the community is protected and public safety is maintained across the city. This includes providing residents with educational workshops on CMPD operations, an independent review of CMPD practices and engagement opportunities for the Police Chief and other officers to share and explain policing processes and services.

Quality Affordable Housing

Open access to safe, quality and affordable housing is critical to our community's success. As Charlotte continues to grow, our city is committed to a plan for affordable housing that strikes the right balance between revitalizing and investing in our underserved neighborhoods and ensuring long-time residents can afford to live in these homes. Our Strategic Housing Plan is designed to create 5,000 workforce and affordable housing units over the next three years.

Good Paying Jobs

As an economic leader in our state, nationally and internationally, Charlotte is committed to enhancing economic opportunity for everyone. Our residents, of all ages, must have the ability to compete for good-paying jobs in viable careers that help them live fulfilling lives and save for their futures. Our efforts will address labor market shortages for high demand occupations and assist those with barriers to employment through training programs, apprenticeships, mentoring, and other supportive services.

Community Engagement

Through Charlotte-Mecklenburg Committee Relations, Community Building Initiative and Charlotte Communications & Marketing, our city will provide opportunities for the community to engage and share feedback on actions outlined in the Council letter, as well as offer ideas for future work and partnerships. To stay informed and to learn more about how to be involved in this ongoing effort, please visit charlottenc.gov/communityletter.

City Operations

City employees are seeking ways to remove barriers for economic opportunity by looking at existing city services, policies and programs based on work done by the Economic Opportunity Taskforce. The Internal Opportunity Team serves to ensure the city is a model employer for those who play such an integral role in public service.

Stay Informed, Get Involved

To stay up to date on the latest efforts related to the Community Letter, visit charlottenc.gov/communityletter. You can



The Community Letter

Safety, Trust and Accountability Update

Council Workshop – March 6, 2017

CMPD 2017 Updates

- Pillars Three and Four of 21st Century policing recommendations – provided and presented to Chief Putney to community safety committee.
- Police Foundation site visit will happen in the next few weeks.
- Body Worn Cameras – On Feb. 27 City Council voted to approve additional body-worn cameras, hardware, licenses and ongoing maintenance for the expansion and support of the body-worn camera program.



Community Letter Toolkit

- **One sheet document** sharing information on the Community Letter, funds allocated to each area and key milestones for the public.
- **PowerPoint intro slide deck** with key messages for use at other city hosted public meetings.
- **Postcard** pointing general public to Charlottenc.gov for latest information on key accomplishments and community engagement opportunities.
- **Contact cards** for Community Forums team.
- **Tip sheet** for discussing Community Letter with family, friends, co-workers and neighbors.
- **Digital creative files** for sharing with partner organizations pointing the public back to Charlottenc.gov and to city staff for information.
- **120 second video** to introduce the Community Letter during presentations, pop-up meetings, and forums.
- **Sample social media messaging** for use on multiple city accounts.

Multiple Communications Channels

- All CC&M teams to share Community Letter information across channels:
 - Community Engagement
 - Marketing & Creative Services
 - Public Affairs
 - Strategic Storytelling
 - Video Services
 - Web Services

Next Steps

- Launch of Community Letter toolkit
March 15.
- Working with Community Letter team to ensure all communications are consistent.
- Bi-weekly collaboration meetings between Communications team and Community Engagement team.